

BORROWING TECHNIQUE IN THE TRANSLATION OF BALI LIVE MAGAZINE INTO INDONESIAN

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ABSTRACT

This research was intended to describe the borrowing techniques in the translation. The title of this research was *Borrowing Technique in the Translation of Bali Live Magazine into Indonesian*. The analysis focused on the borrowing techniques used to render foreign elements into Indonesian language in a printed advertisement.

The data in this analysis were cited and grouped based on the borrowing techniques used to translate the source language into the target language using the borrowing technique proposed by Molina & Albir (2000:84).

In this analysis, the borrowing technique used to translate the source language into the target language included two borrowing techniques, namely: (1) full absorption of words without any modification of pronunciation (pure borrowing), (2) the implementation of naturalized borrowing technique indicating a modification of pronunciation.

Key words: *naturalized borrowing, pure borrowing, absorption of words.*

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Introduction

The term of translation includes the product (the text which has been translated), and the process (the act of translating the text). Translation is a change of form. The text from which the translation is made is called the Source Language (SL). The form into which it is changed is called the Target Language (TL).

Translation means transferring the meaning of SL into the TL. The translation consists of transferring the meaning. The meaning of language which is transferred rather than the form (Larson, 1984:3). In *A Linguistic Theory of Translation*, Catford stated that translation is a textual material replacement of SL into TL (1965:56). Newmark stated that the translation is rendering the meaning of ST into TT (1988:5). Nida (1974:301) stated that translation is reproducing a natural equivalent in the target language.

According to Bell (1991:6), translation is the replacement of equivalence textual representation in the second language. The different language text can be equivalent fully or partially. The translation levels are equivalent in context, meaning, grammar, and lexicon. The other ranks are word by word, phrase by phrase, or sentence by sentence. Every language is rich in vocabulary and word variations. It depends on the culture whereby languages develop. As an illustration, some words in Indonesian language are *padi*, *beras*, *gabah*, and *nasi*. It merely has one word in English, that is, rice.

Vinay and Darbelnet in Venuti (2000:84) divided translation process into two terms. They are direct translation and oblique translation. There are seven techniques of translation. These techniques are used in translation. The direct translation techniques are Borrowing, Calque, and Literal translation. The oblique translation techniques are Transposition, Modulation, Equivalence, and Adaptation.

In the present study, the researcher merely focuses on the borrowing translation technique. The borrowing translation means a word taken directly from another language. It is used to create a stylistic effect. According to Molina and Albir (2002:520), borrowing is divided in the two kinds. They are pure borrowing and naturalized borrowing. In this thesis, the borrowing translation technique is discussed proposed by Molina and Albir.

Some linguists refer to pure borrowing as loan word. Pure borrowing means the expression or word taken over purely into the TL without any change. For instance, the word

melodrama in English (Lawrence, 1960:107) is translated into *melodrama* in Bahasa (Achyar, 2008: 242).

Naturalized borrowing in the translation is made to fit the spelling rules in the Target Language (TL). Instead of the word *February* in English (Lawrence, 1960:44), it is equivalent to the word *Februari* in Bahasa (Achyar, 2008: 146). In writing this thesis, the textbook was chosen as the data source. It is one of literary works. The translator should know how to make the reader interested. Therefore, the borrowing translation technique is needed to be a method. That is the reason why the topic of the present study is '*Borrowing Technique in the Translation of Bali Live Magazine into Indonesian.*' The word *borrowing translation* refers to the technique of translation. The translator of the text book was a team. All rights reserved is in PT. GramediaPustakaUtama. In the translation of *Bali Live Magazine into Indonesian*, the researcher found many of borrowings. Another reason is that the content of magazine is very interesting. Hence, every reader will like if its translation is easily understood by the reader.

In regard to *Borrowing Technique in the Translation of Bali Live Magazine into Indonesian*, there are some problems that needs answered. The problems are: (1) what types of borrowing technique used in the translation of *Bali Live Magazine into Indonesian*? (2) What borrowing translation techniques were applied to translate this magazine?

The present study has two aims; they are general and specific aims. The general aim is to improve knowledge, especially the knowledge of translation studies. The present study only discusses one technique, that is, the borrowing translation technique. This research has two specific aims as follows: (1) To identify the types of borrowing technique found in the translation of *Bali Live Magazine into Indonesian*. (2) To classify and explain the borrowing translation techniques applied to the translation of this magazine

It was expected that the result of the present study would be significant theoretically and practically. Theoretical significance are: (1) This study will give contribution to the translation studies. It discusses about translation technique, particularly the borrowing translation technique in printed advertisement. (2) This study will give contribution to the borrowing translation concept between two different languages, particular English and Indonesian.

Research Method

There are three kinds of research based on the research location, i.e. library research, laboratory and field research (Bungin, 2005: 40-41). In this thesis, the library research was applied to collect some information as data and theories.

This study applied qualitative research approach. The data was taken from a text book particularly a magazine. The qualitative method was implemented and the analysis is explained using descriptive sentences.

The data source of this study is a written text; the data was taken from one of the best selling magazines named Bali Live Gonzaga. The collected data were closely observed in SL and TL. The data were listed based on the borrowing translation terms. Therefore, the data were directly taken from the data source.

The following formula is: The systematic techniques in conducting the analysis are as follows: (1) Reading the magazine repeatedly, (2) Identifying the pure borrowing and naturalized borrowing based on their grammatical categories, (3) Classifying the words into pure borrowing and naturalized borrowing, (4) Analyzing borrowing types and elaborate more about translation techniques in the translation, (5) Drawing some conclusions based on the result of analysis.

Discussion

Analysis and Findings of the Borrowing Technique in the Translation of Bali Live Magazine into Indonesian

The analysis is based on some theories. The theory of borrowing technique is proposed by Vinay and Darbelnet in Venuti (2000:84), which is also supported by Groesjean (1982:14) and also the classification of borrowing by Molina and Albir (2002). At least, the analysis is done based on the standard integration of absorbing word elements into Indonesian system that supports the existence of the borrowing word in translation.

Types of borrowing technique found in the translation of *Bali Live Magazine into Indonesian*

The present study focused on two types: pure and naturalized borrowings. They are supported by the standard integration of absorption of word-elements legalized by the Indonesian

Government as stated in the standard integration of absorption elements in Indonesian. In regard to the magazine, two types of borrowing techniques were found. Those are pure borrowing and naturalized borrowing translation.

Borrowing Translation Techniques Applied in the Translation of Bali Live Magazine into Indonesian

For further explanation, the analysis below is based on the data related to the borrowing translation techniques applied in the translation of “*Bali Live Magazine into Indonesian*”.

Pure Borrowing

The table shows the pure borrowing found in the data. In this case, the researcher merely describes and classifies the data based on the borrowing types proposed by Molina and Albir (2002). The total of pure borrowing words is 16 words, (See table 2: page 18, Pure Borrowing)

Analysis:

The table shows that the technique used is borrowing translation. Those words were taken directly from the source language into the target language to show that the borrowing translation technique was applied in the pure borrowing.

(1) SL text:

...one day before the wedding to accommodate the style that you would like to achieve and expect from our hair and *make up* artist... (p. 33)

TL text:

... satu hari sebelum pernikahan, semua itu adalah cara untuk mengakomodasi agar tercipta gaya dan model yang diinginkan oleh para pelanggannya. Sehingga tercipta keserasian antar pelanggan dan ahli *make up* dan rambut di perusahaan ini... (p. 35)

The word *make up* is a lexical unit in translation. The word *make up* in the source language has the same form as the word *make up* in the target language. Based on the meaning, the word *make up* in the source language is equivalent to the word *make up* in the target language. The word *make up* in the source language and target language are categorized as a common noun.

The SL word *make up* means *put cosmetics on the face* (Waite, 1995:533) which should be translated into *menghiaswajah* (Echols 2003:285) in the TL text which seem similar to the concept in BI. In this case, as a loan word, the translator used the specific word *make up* without spelling system and sound adjustment. The translation is acceptable in the TL, the word *make up* itself is common nowadays in the TL culture, it has been well known in the TL, and, at least, this word has become TL vocabulary. So, it is not necessary to transfer it into *menghias / berhias*.

(2) SL text:

At that time he will release a new **brand** name for his label, that are:....(p. 31)

TL text:

Padabulanitudiaakanrilis**brand**baru, yaitu:....(p.32)

The word *brand* is a lexical unit in translation. The word *brand* in the source language has the same form as the word *brand* in the target language. Based on the meaning, the word *brand* in the source language is equivalent to the word *brand* in the target language. The word *brand* in the source language and target language are categorized as a common noun.

The word *brand* in the SL text means *a type of product manufactured by a particular company under a particular name* (Waite, 1995:445) which should have been translated into *merek / buatan* (Echols et al, 2005:246) in the TL text which seem to refer to similar concept in Bahasa Indonesia. Here, the translator uses the borrowing word (brand) as loan word in order to take the function, as a name of product.

(3) SL text:

Dwi Iskandar is a talented young **designer**, he was born in Tuban, East Java.(p.30)

TL text:

Didirikanolehseorang**designer**mudaberbakatbernamaDwi Iskandar, priakelahiranTuban, JawaTimur.(p.32)

The word *designer* means *a person who plans the look or workings of something prior to it being made, by preparing drawings or plans* (Waite, 1995:763) which should have been translated into *perancang* (Echols, 2005:388) in the TL text which seem similar to the concept in BI. In this case, as a loan word, the translator used the specific word *designer* without spelling system and adjustment. The translation is acceptable in the TL, the word *designer* itself is

common nowadays in the TL culture; it has been known in the TL, and at least this word has become TL vocabulary.

(4) SL text:

If we see the *background* he also has a tourism school background. (p.31)

TL text:

Karena dia jugamempunya *background* sekolah pariwisata. (p.32)

The word *background* means *part of a scene behind the main things or people, conditions and events that influence, person's social class/education* (Waite, 1995: 88) which should have been translated into *dasar / latarbelakang* (Echols, 2005: 56) in the TL text which seem the similar concept in BI. In this case, as a loan word the translator uses the specific word *bazaar* without spelling system and sound adjustment. The translation is acceptable in the TL, the word *bazaar* itself is common nowadays in the TL culture, it has been well known in the TL. So, it is not necessary to transfer it into *dasar / latarbelakang*.

(5) SL text:

Nail art decoration, nail painting, *design* sculpture 3D, nail extension,... (p.33)

TL text:

Senimenghias kuku, ekstensiakuarium, Nail art, *design* patung 3D, ekstensi kuku,... (p.35)

The word *design* refers to *plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made*. Therefore, there is no other specific word and it seems to be equivalent with the generic word *object before made* (Waite, 1995: 260). In order not to make the meaning vague, the translator transferred the specific word of the original language *design* into TL text which then called a loan word or pure borrowing. It has been well known in TL culture, so it needs to be transferred into *pola or model* (Echols, 2005: 51).

Naturalized Borrowing

The table shows naturalized borrowing words found in the data, (See table 3: page 18, Naturalized Borrowing). Analysis:

A word can be naturalized borrowing when it can be naturalized to fit the spelling rules in the TL. The analysis below is the borrowing with spelling and pronunciation adjustment.

1. Borrowing translation are absorbed to combine double consonants into one consonant in the TL.

SL text:

A. Our own gown *collection* (50 to 100 gowns), designer to make custom gowns, professional photographers,(p. 33)

B. That's why he choose Bali for start a fashion *business*. (p.30)

TL text:

A. *Koleksigaun* pengantin (50 sampai 100 gaun), desainer untuk membuat gaun, Professional fotografer,(p.35)

B. Memilih Bali untuk memulainya *bisnis* fashion nya. (p.32)

C.

The word *collection* in the SL text is translated into the word *koleksi* in the TL text. In this case, the translator translated the word by only modifying the spelling system. Consequently, the adjustment occurs by changing double the consonant *ll* into *s* in the TL *koleksi* and change at the beginning element *c* into *k* and ending element (*t ion*) into *si*. This word is shared in BI culture and has been familiar to the readers as a kind of absorbing process; the procedure applied is naturalized borrowing. The adjustment occurs as well to the word *professional* which was translated into *profesional* and *business* into *bisnis*.

2. Borrowing translation by absorbing consonant *c* at the beginning of word into consonant *k* in the TL.

SL text:

Our own gown *collection* (50 to 100 gowns), designer to make custom gowns, professional photographers,(p. 33)

TL text:

Koleksigaun pengantin (50 sampai 100 gaun), desainer untuk membuat gaun, profesional fotografer,(p.35)

In the SL the words above are translated into (→) TL words: *Collection* → **Koleksi**. From the equivalence, the concepts (between SL and TL) in those words are known in the TL culture. The

TL takes the sound and the spelling system is modified as stated in PUI; in this case, the translator replaced the SL word in the TL by giving adjustment to the TL, namely. Collection, this is a style of borrowing by modifying the spelling which changes the consonant *c* into the pronunciation *k*, and the last letters *-tion* into the pronunciation *-si*. This is a style of borrowing by modifying the spelling which changes the consonant *c* into the pronunciation *k*. In the TL word above, the procedure applied is borrowing which commonly used in terms absorbing of word elements, which has been known by the TLreaders.

3. The consonant *-y* is changed into the sound /i/

SL text:

... with many divisions to provide for within the Wedding *industry*.(p.33)

TL text:

... memilikibanyakdivisi untuk menyediakankebutuhanpernikahan, kecantikan yang Sudahmenjadisebuah*industri*. (p.35)

The word *industry* in the SL text was translated into the word *industri* in TL text. In this case, the translator translated the word by taking the sound /industri/ (Waite, 1995: 770) and modifying the spelling system. In this borrowing procedure, adjustment occurs through absorption process into BI, such as the consonant *y* is changed into *i*. The translator used this procedure to translate that word.

4. Borrowing translation by absorbing the consonant *-c-* in the middle of word into consonant *-k-* in the TL.

SL text:

And he used local *product* for his fashion label such as from Bandung or Bali itself. (p.30)

TL text:

Walaupunbahkan yang dipakaimerupakan*produk*buatan local seperti dari Badungatau Bali. (p.32)

The word *product* in the SL text was translated into the word *produk* in the TL text. The meaning of these two words is similar. In the SL the word *product* means a substance that is manufactured or refined for sale (Waite, 1995: 772). While in the TL, that word means *sebuahhasil* (Echols, 2005: 390). In this case, the translator translated the word by just modifying

the spelling system, and the adjustment occur by changing consonant *c* in the end of *t* which should have been changed into *k* in the TL (Waite, 1993:27). The same case also occurred to the other word; such as *local* which becomes *lokal*, *documentation* which becomes *dokumentasi*, *decoration* which becomes *dekorasi*, *collection* which becomes *koleksi*, and *architecture* which becomes *arsitektur*. As can be seen that the process of absorbing in BI takes place; the procedure applied is borrowing.

5. Borrowing translation in absorbing the consonant combination of *ph* into one consonant *f* in the TL

SL text:

...fashion *photography* and concept photography. (p33)

TL text:

...*fotografi* fashion dan *fotografikonsep*. (p.35)

The meaning of the word *photography* means *the art or practice of taking and processing photographs* (Waite, 1995: 756). Therefore, the TL takes the sound and modifies the spelling system, in this case, the translator replaced the SL word in the TL by giving adjustment to the TL, namely: *photography*, in which the suffix *-phyis* changed into *-fi*. Moreover, in the TL above, the procedure applied is borrowing which is used commonly when absorbing of new technical terms.

6. Translation by absorbing suffix *-ure* into *-ur*

SL text:

It can be from environment, *architecture*, culture or even... (p30)

TL text:

Bisa terinspirasi dari apasaja, bisa lingkungansekitar, *arsitektur*, kebudayaanbahkan... (p.32)

The word *architecture* in the SL text was translated into the word *arsitektur* in the TL text. The meaning of these two words is similar. In the SL word *architecture* means *the art or practice of designing and constructing buildings* (Waite, 1995: 901). While in the TL, that word means *perancangbangunan* (Echols, 2005: 440). The word *architecture* was translated into *arsitektur* in TL, which was made by adjusting the final element *-ure* into *-ur* in BI. In this case,

the procedure is borrowing. It is acceptable in translation because the **concept** is shared and well known by the TL, as can be seen that the meaning of the two words (SL and TL) is similar.

7. Translation by absorbing suffix (t)-ion into -asi

SL text:

..., photo video, photo *documentation*, fashion photography, and concept photography.
(p.33)

TL text:

..., studio foto, *dokumentasifoto*, fotografi fashion, danfotografikonsep. (p.35)

The word *documentation* in the SL text was translated into the word *dokumentasi* in the TL text. The meaning of these two words is similar. In this case, the translator translated the word without taking the pronunciation and modifying the spelling system. The adjustment occurs by changing the final element *-ion* into *-si* in the TL. In the process of affixation absorbing of foreign element into BI, the procedure applied is borrowing. Here, it can also be found in the next examples:

1. *transportation* becomes *transportasi*,
2. *decoration* becomes *dekorasi*, and
3. *association* becomes *asosiasi*.

Table 1: Vinay & Darbelnet's model of translation techniques

Type	Orientation	Technique
Direct Translation	Source Language	Borrowing
		Calque
		Literal Translation
Oblique Translation	Target Language	Transposition
		Modulation
		Equivalence
		Adaptation

Table 2: Pure Borrowing

Source Language	Target Language
Background (p.31)	<i>Background</i> (p.32)
Brand (p.31)	<i>Brand</i> (p.32)
Casual wear (p.31)	<i>Casual wear</i> (p.32)
Design (p.30)	<i>Design</i> (p.32)
Designer (p.33)	<i>Designer</i> (p.32)
Fashion (p.33)	<i>Fashion</i> (p.32)
Hotel (p.33)	<i>Hotel</i> (p.35)
Label (p.30)	<i>Label</i> (p.32)
Legal (p.30)	<i>Legal</i> (p.35)
Mainstream (p.31)	<i>Mainstream</i> (p.32)
Make up (p.33)	<i>Make up</i> (p.35)
Modern (p.33)	<i>Modern</i> (p.35)
Show (p.31)	<i>Show</i> (p.32)
Villa (p.33)	<i>Villa</i> (p.35)
Water proof (p.33)	<i>Water proof</i> (p.35)
Wedding (p.33)	<i>Wedding</i> (p.32)

Table 3: Naturalized Borrowing

Source Language	Target Language
Double consonant	One consonant
Collection (p.33), Business (p.30), Professional (p.33)	Koleksi (p.35), Bisnis (p.32), Profesional (p.35)
Consonant c (at the beginning)	Consonant k (at the beginning)
Collection (p.33)	Koleksi (p.35)
Consonant -y of the sound /i/	Vowel -i
Industry (p.33)	Industri (p.35)
Consonant -c- in the middle of word	Consonant -k- in the middle of word
Architecture (p.30), collection (p.33),	Arsitektur (p.32), koleksi (p.35),

decoration (p.33), documentation (p.33),
local (p.30), product (p.33)

Consonant combining ph-

Photography (p.33)

Suffix -ure

Architecture (p.30)

Suffix (t)-ion

Transportation(p.33),

Documentation(p.33),

Decoration (p.33),

Association (p.30)

dekorasi (p.35), dokumentasi (p.35),

lokal (p.32), produk (p.35)

Consonant f-

Fotografi (p.35)

Suffix -ur

Arsitektur (p.32)

Suffix -asi

Transportasi (p.35),

Dokumentasi (p.35),

Dekorasi (p.35),

Asosiasi (p.32)

Conclusion

Based on the finding in the analysis, some conclusions can be withdrawn as follows: (1) The lexical terms used in the TL consist of the loan words which are generally assimilated with TL, and some are new to the TL speakers. There is intentional and no intentional modification in the process of translation. It is to say that the type of borrowing is more oriented towards two types: pure borrowing and naturalized borrowing. (2) As the equivalents, the translator mostly applied the procedures of borrowing in the translating the SL word into the TL. (a) Applying the intentional modification of spelling and/or pronunciation with reference to the standard integration of absorption elements. This kind of translation is a naturalized borrowing. Here, the affixation is absorbed into TL (such as: changing the vowels, consonant, or suffix) which show the shared concept (that acceptable to the TL culture). (b) Applying borrowing without intentionally modification. This kind of translation is pure borrowing. In this case, the translation takes over fully borrowed word from the SL.

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